

MOOD STRUCTURE ON THE CLAUSES IN THE BANNER OF LEGISLATIVE
CANDIDATE IN LEGISLATIVE ELECTION 2014

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Abstrak

Bahasa merupakan suatu alat yang penting dalam berkomunikasi. Bahasa memiliki peran yang penting dalam berinteraksi dengan sesama. Bahasa bisa digunakan untuk menyampaikan informasi dan pesan serta mengekspresikan perasaan. Pesan ataupun informasi tersebut bisa disampaikan secara lisan maupun tulisan, misalnya dalam banner atau dalam kampanye. Dalam penelitian ini, penulis meneliti *Mood Sytem* yang terdapat dalam banner Calon Legislatif 2014. Penulis ingin mengetahui bagaimana para Calon Legislatif mengekspresikan sikap serta pendapat mereka sebagai pembicara dan bagaimana mereka menempatkan posisi mereka dalam menyampaikan pesan, gagasan atau tujuan kepada masyarakat melalui *Mood Structure*. Penelitian ini menggunakan Metode Deskriptif Kualitatif serta Metode Padan dan Metode Agih dalam menganalisa data. Adapun teori yang digunakan yaitu Teori *Functional Grammar* oleh Gerrot dan Wignell. Dari 10 data Calon Legislatif, penulis menemukan 60% klausa yang merupakan *Declarative Mood* serta 40% klausa *Imperative Mood*. Selain itu, *Residue* yang terdapat dalam klausa tersebut beragam. Dalam banner tesebut, para calon legisaltif berusaha mencari simpati masyarakat agar mendukung mereka di Pemilihan Calon Legislatif 2014.

Kata kunci: *mood system, declaretive mood, imperative mood dan residue*.

1. Introduction

Language has very important roles in human life since people use language to communicate each other. Language has functions such as to express feeling, to send message, and to share information each other. According to Halliday (1992), language also has function to convey information since people can convey their information in many ways by using language either spoken or written. For example in a banner, people can send their message to the readers. One of the examples of the

use of banner to deliver message is legislative candidate who send their message to the readers to introduce themselves to readers. They use banner as a medium to convey information about their vision and mission in Legislative Election 2014.

In politics, language is used by politicians to deliver their message their purpose to people. Manurung (2008:50) states that in connection with the election in each region, language becomes a medium to win the politic battle. A future leader in area requires positive self-image, good and interesting personality. So, language is used as the power to win sympathy by increasing self-image.

In this research, the writer focuses on analyzing Mood Structure of the clauses on the banner of legislative candidates in legislative election 2014. In banner, used by legislative candidates the information about the legislator's vision and mission are usually presented in the form pictures. Legislator builds a good self-image by using attractive clauses in the banner to get attention of the reader. The clauses used in the banner contain the legislator's purposes, ideas, and messages and it is presented in the form of legislator's statement and command.

Based on the backgrounds above, purpose of the research is to find the mood system that it can be found in the legislative banner 2014. The writer is interested in analyzing clause in banner used by legislative candidate in Legislative Election 2014. To analyze the Interpersonal Meaning of the text in the banner, the writer uses Mood System Theory to explore how the legislator expresses and takes his/her position as a speaker to convey their purposes, ideas and mission to reader as their future voters in a

project entitled “Mood Structure on the Clauses in the Banner of Legislative Candidate in Legislative Election 2014”.

2. Theoretical Framework

In Functional Grammar, Halliday (1994) describes three metafunctions of language, Ideational Meaning, Interpersonal Meaning and Textual Meaning. This study focused on the Interpersonal Meaning on the clause in the banner used by legislative candidate in Legislative Election 2014. The writer will only use Interpersonal Meaning to analyze the Mood Structure in the data.

Interpersonal Meaning can be characterized through the Mood Residue structure consisting of the Mood element, Residue element, and Mood type that represent the role relationship of the participants which can be identified from a clause that represents an exchange. Halliday (1985) says that the Mood is the element that realizes the selection of mood in the clause. The Mood consists of two parts, Subject and Finite. Subject element is something that needs predicate and it is realized by a nominal group. Finite is an element used to show Tense, Polarity, or Modality and it is part of the verbal group.

Another element in Mood Structure is Residue. It is one of basic elements besides Mood Structure which is needed to construct a Mood Residue Structure. The Residue consists of three kinds Functional Elements which are Predicator, Complement, and Adjunct(s). To identify the Mood type, Mood can be divided into

two types, Indicative and Imperative. Indicative Mood is realized by Subject and Finite and it consists of Declarative and Interrogative Mood.

3. Discussion

In this part, the writer presents the result of the analysis. Based on the analysis, the writer found that the Mood Structure can be found in Legislative's Banner 2014.

1. Mood Element

Mood is the element of the clause. The mood element can be divided into two parts namely Subject and Finite. Subject is the part of a nominal group and finite is the part of a verbal group. In this essay, the writer will describe the Mood element which can be found in the legislative's banner.

Data (1) *Jika dipercaya siap mengawali perubahan*

(if) (trusted) (ready) (start) (change)

If you trusted me, I am ready to start the change

<i>jika</i>		<i>Dipercaya</i>		<i>Siap mengawali perubahan</i>
	Subject	Finite	Predicator	Complement
	Mood		Residue	

From the data (1), the writer tries to describe the mood element of the clause above. The Subject of the clause is hidden. The word '*dipercaya*' has function as Finite in the form of Temporal Past Operator and a part of the verbal group in the clause. The Finite in the clause also has Positive Polarity. The verb '*dipercaya*' has function as a Predicator. The word '*dipercaya*' also functions as Modal Adjuncts that

the legislator wants to persuade the society to vote the legislator in Legislative Election 2014. The complement in this clause is '*mengawali perubahan*' and it functions to answer 'did to what' in the clause. In the clause, the speaker or the legislative candidate tries to establish and develop social connection with the people by giving information. The Mood of this clause is declarative. The speech function is a statement giving the reader an understanding if the person is trusted, he or she will start the change

2. Residue

Residue is the rest of the clause and it falls outside of mood element or the remainder of the clause. The Residue consists of three functional elements which are Predicator, Complement, and Adjunct (s). In this analysis, the writer describes the Residue of the legislative's banner.

Data (4) *Pilih Hendra Wong, mencapai kesejahteraan bersama kami.*

(Vote) (Hendra Wong), (achieve) (prosperity) (with) (us)

Vote Hendra Wong, achieve prosperity with us

<i>Pilih</i>	<i>Hendra Wong</i>	<i>Mencapai</i>	<i>Kesejahteraan bersama kami</i>
Finite	Complement	Predicator	Complement
Mood	Residue		

From data (4), the writer finds out that the Residue in the clause consists of Predicator and two Complements. Predicator in the clause '*mencapai*' has a function as the verb part of the clause. Complement of the clause is '*Hendra Wong*'. Another

Complement is '*kesejahteraan bersama kami*' that has a function to answer the question 'did to whom' in the clause. The complement in the clause refers to Hendra Wong's purpose to achieve prosperity with him. In the clause .the legislator gives a command to people to vote Hendra Wong. The Mood is Imperative because it is giving non-authoritative command to the reader or people to vote Hendra Wong in Legislative Election.

3. Mood type

Mood type consists of Indicative and Imperative. In the previous theory, the order of the Subject and Finite realizes Declarative and Imperative. Declarative clause has a role as a statement and it provides the requested information. Declarative Mood consists of a Subject and a Finite. While, Imperative mood clauses are typically realized by a predicator in the verb base form with no explicit Subject and Finite. Imperative clauses have a role as a command, instruction, order, or request.

Data (7) *Coblos Kami*.

(Vote) (us)

Vote us!

<i>Coblos</i>	<i>Kami!</i>
Finite	Complement
Residue	

From the data (7), the legislator gives a command and request to vote him or her in Legislative Election 2014. The speech function of the clause is imperative while

the legislator asks the people to vote them. In the clause, there is no Mood element but there is only Residue element which consists of a Predicator and a Complement. The Subject (you) of this clause is hidden as common of many imperative clauses. The Mood is imperative because it is giving a non-authoritative command (advice) to the reader to vote the legislative's candidates and demanding the service of the reader to vote them.

4. Conclusion

After analyzing 10 (ten) data containing MoodStructure on the clauses in the banner used by Legislative Candidate in Legislative Election 2014, it can be concluded that the clause in the banner contains Mood and Residue element. It consists of 6 (60%) declarative clauses and 4 (40%) imperative clauses. The Mood element may contain Subject and Finite, while Residue element may contain Predicator, Complement. The writer finds out that the Declarative Mood is more dominant rather than Imperative Mood.

The writer also found that in the legislative's banner 2014 there is unequal status between legislator and the society. The legislator took a position as the person who is in power to improve the welfare of the people. They try to make a promise, get sympathy, and get support from people. So, from this analysis, we can conclude that the Mood types used in the banners are usually Declarative Mood. Most of the banners contain statements and they use language to get sympathy and attention from people so they can win in the Legislative Election 2014.

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